

ORDER



Orders

Order / Rev: 183312

Alt Order #:

Product Desc: House Majority PAC

Estimate: 1420

Flight Dates: 10/09/12 - 10/15/12

Original Date / Rev: 09/18/12 / 09/18/12

Order Type: GENERAL

KMGH

Primary AE: David Lombardo

Sales Office: EWSDC

Sales Region: NAT

Agency

Name: Waterfront Strategies

Buying Contact:

Billing Contact:

1010 Wisconsin Ave

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Issue/House Majority PAC

Demographic: A25-54

Product Codes: PL23-Issue/Prop

Priority: P3

Revenue Codes: POL, POL, ISS

New Business Thru:

Order Separation: 00:05:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	61	\$82,375.00	\$70,018.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	61	\$82,375.00	\$70,018.75	0.00
Totals	61	\$82,375.00	\$70,018.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KMGH	10/09/12	10/15/12	7News at 5AM	CA	5AM-530AM	MTWTF--	:30	3	\$350.00	P3	0.00	NM	3	\$1,050.00
7News at 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	3		\$350.00		0.00						
2	KMGH	10/09/12	10/15/12	7News at 530AM	CA	530AM-6AM	MTWTF--	:30	3	\$350.00	P3	0.00	NM	3	\$1,050.00
7News at 530AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	3		\$350.00		0.00						
3	KMGH	10/09/12	10/15/12	6-7A News M-F/KMGH	CA	6A-7A	MTWTF--	:30	3	\$625.00	P3	0.00	NM	3	\$1,875.00
6-7A News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	3		\$625.00		0.00						
4	KMGH	10/09/12	10/15/12	GMA M-F 7-9A / KMGH	CA	7A-9A	MTWTF--	:30	4	\$750.00	P3	0.00	NM	4	\$3,000.00
GMA M-F 7-9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	MTWTF--	4		\$750.00		0.00						
5	KMGH	10/09/12	10/15/12	430-5A News M-F/KMGH	CA	430A-5A	-TWT--S	:30	2	\$50.00	P3	0.00	NM	2	\$100.00
7News at 430am															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	-TWT--S	2		\$50.00		0.00						
6	KMGH	10/13/12	10/13/12	ABC GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$225.00	P3	0.00	NM	1	\$225.00
GMA SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/09/12	10/15/12	-----S-	1		\$225.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KMGH	10/13/12	10/13/12	7-9a Sat Morning News CA 7-9a Sat Morning News		7A-9A -----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S-		1		\$400.00		0.00				
8	KMGH	10/14/12	10/14/12	ABC GMA SUN GMA SUN	CA	Sun GMA 6A-7A -----S	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S		1		\$200.00		0.00				
9	KMGH	10/14/12	10/14/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A -----S	:30	1	\$300.00	PREE	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S		1		\$300.00		0.00				
10	KMGH	10/14/12	10/14/12	9A-10A SUN MORN NEWS 9A-10A SUN MORN NEWS	CA	9A-10A -----S	:30	1	\$375.00	PREE	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S		1		\$375.00		0.00				
11	KMGH	10/09/12	10/15/12	9a-930a Right This Minute 9a-930a Right This Minute	CA	9a-930a MTWTF--	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$450.00		0.00				
12	KMGH	10/09/12	10/15/12	930a-10 Right This Minute 930a-10 Right This Minute	CA	930a-10a MTWTF--	:30	3	\$450.00	P3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$450.00		0.00				
13	KMGH	10/09/12	10/15/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P MTWTF--	:30	3	\$500.00	P2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$500.00		0.00				
14	KMGH	10/09/12	10/15/12	The CHEW The CHEW	CA	1157A-1P MTWTF--	:30	3	\$450.00	P2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$450.00		0.00				
15	KMGH	10/09/12	10/15/12	Katie M-F 3-4pm M-F 3-4pm	CA	3-4pm MTWTF--	:30	3	\$400.00	PREE	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$400.00		0.00				
16	KMGH	10/09/12	10/15/12	DR. OZ - 4PM Dr. Oz	CA	4P-5P MTWTF--	:30	3	\$425.00	P3	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$425.00		0.00				
17	KMGH	10/14/12	10/14/12	SUN 4PM 4PM - SUN	CA	4P-430P -----S	:30	1	\$150.00	P3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S		1		\$150.00		0.00				
18	KMGH	10/09/12	10/15/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P MTWTF--	:30	3	\$850.00	P3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	MTWTF--		3		\$850.00		0.00				
19	KMGH	10/13/12	10/13/12	5-6p News Saturday 5pm News Saturday	CA	5P-6p -----S-	:30	1	\$450.00	P3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/09/12	10/15/12	-----S-		1		\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KMGH	10/09/12-10/15/12		5-6p News Saturday		5P-6p	-----Sa--	:30	(\$450.00)	0.00	NM			
See MG 23.2														
[prg chg. Nascar Countdown airing 5-530pm. Nascar airing 530-9pm. sv 8/22/12]														
20	KMGH	10/14/12	10/14/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P -----S	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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20	KMGH	10/14/12	10/14/12	5pm News Sunday 5pm News Sun Local News	CA	5P-6P	-----S	:30	1	\$525.00	P3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S		1				\$525.00		0.00			
21	KMGH	10/09/12	10/15/12	6p-630p JEOPARDY (M&A 6P-630P JEOPARDY (M-F)	CA	6P-630P	MTWTF--	:30	3	\$2,975.00	P1	0.00	NM	3	\$8,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--		3				\$2,975.00		0.00			
22	KMGH	10/09/12	10/15/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	MTWTF--	:30	3	\$2,975.00	P2	0.00	NM	3	\$8,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--		3				\$2,975.00		0.00			
23	KMGH	10/13/12	10/13/12	Jeopardy (6p Saturday) Jeopardy (6-630p Saturday)	CA	6P-630P	-----S-	:30	1	\$600.00	P3	0.00	NM	1	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S-		1				\$600.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	10/09/12-10/15/12	Jeopardy (6p Saturday)		6P-630P	-----Sa--	:30		(\$600.00)		0.00	NM		
		See MG 23.2													
		[prg chg. Nascar airing 530-9pm. sv 8/22/12]													
	2	KMGH	10/13/12-10/13/12	Prime NASCAR		530P-930P	-----Sa--	:30		\$1,050.00		0.00	NM		
		Ⓜ MG for 19.1,23.1													
24	KMGH	10/15/12	10/15/12	ABC Mon 7-9pm ABC Mon 7-9pm	CA	7-9pm	M-----	:30	1	\$10,000.00	P2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	M-----		1				\$10,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KMGH	10/09/12-10/15/12	ABC Mon A		7P-9P	M-----	:30		\$10,000.00		0.00	NM		
25	KMGH	10/09/12	10/09/12	ABC Tue A ABC Tue A	CA	7P-8P	-T-----	:30	1	\$7,000.00	P3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-T-----		1				\$7,000.00		0.00			
26	KMGH	10/10/12	10/10/12	Modern Family (only) MODERN FAMILY	CA	8P-830P	--W----	:30	1	\$9,000.00	P3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	--W----		1				\$9,000.00		0.00			
27	KMGH	10/14/12	10/14/12	ABC Sun A AFHV	CA	6P-7P	-----S	:30	1	\$2,525.00	P3	0.00	NM	1	\$2,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S		1				\$2,525.00		0.00			
28	KMGH	10/13/12	10/13/12	10P NEWS - SAT 10P NEWS (SAT)	CA	10P-1037P	-----S-	:30	1	\$625.00	P3	0.00	NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S-		1				\$625.00		0.00			
29	KMGH	10/09/12	10/15/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	MTWTF-S	:30	3	\$2,500.00	P2	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF-S		3				\$2,500.00		0.00			
30	KMGH	10/09/12	10/15/12	Nightline Nightline	CA	1037P-1103P	MTWTF--	:30	2	\$1,000.00	P3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	MTWTF--		2				\$1,000.00		0.00			
N31	KMGH	10/13/12	10/13/12	ABC College FB - Prime ABC College FB - Prime/PA	CA	6P-930P	-----S-	:30	1	\$5,000.00	P2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/09/12	10/15/12	-----S-		1				\$5,000.00		0.00			
													Totals	61	\$82,375.00